

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

Bulbs - Plants - Roots

STORE KEEPERS !
PLEASE NOTE

See Back Pages For Fast Selling
Line of Packaged Bulbs and Plants

Wholesale
List
Spring - 1936

Headquarters for the Finest COMMERCIAL CUT-FLOWER DAHLIAS

We have been able to develop the largest commercial Dahlia business in this country mainly because we refuse to promote or recommend any variety that has not actually made good in a commercial way right here in the New York wholesale cut flower market.

With the hundreds of varieties that are yearly being added to a list that is already much too extensive, it is becoming more difficult for the commercial grower, desirous of having the best, to make a selection without wasting much money and time in trying out a great many new kinds that turn out to be worthless for the purpose intended.

Don't throw away money and valuable time experimenting—we have done that for you. Buy from this list and be sure.



	Doz.	100
Avalon (Dec.) Medium size, pure yellow flower. Popular with commercial growers.	\$1.25	\$8.00
Bagdad (Dec.) Bright scarlet of large size and other fine qualities.	4.50	30.00
Blue Jersey. This is a true sport of the well-known Jersey's Beauty and has all of its fine traits. This lavender sport has developed with several growers so it will likely be offered under many different names, but we are calling it "Blue Jersey," by which it is commonly known in the New York market. If you like Jersey's Beauty, you will also like this variety. We are the first to offer it at a popular price. Color is orchid-lavender	2.25	15.00
Buckeye Bride (Dec.) Geranium pink and soft salmon. Large flower on long stems. Good clean grower. One of the finest of the newer kinds. Flowers profusely all season	Each 80c., 5.00	35.00

	Doz.	100
Calvin Coolidge, Jr. (Dec.) Rose pink with salmon shadings and gold tips. A delightful combination of colors. Large flower on tall, stiff stem	1.90	12.50
Chemar's Eureka (Dec.) Medium size, flat flower that is excellent for make up work. Color is white with shadings of lavender that vary with weather conditions. Tall, wiry stems and profuse flowerer.	2.25	15.00
Chemar's Masterpiece (C.) Huge cactus of orchid pink. Tall, strong grower.	2.25	15.00
Cigarette (S. C.) Burnt orange with creamy white tips and splashes. Commercial growers regard it highly.	1.90	12.50
City of Trenton (Dec.) Combination of orange and red. Very large on fine, long stem	3.00	20.00

Dahlias continued on next page

PLEASE NOTE

To expediate the handling of the many semi-perishable bulbous items that cannot be properly stored under New York City conditions, we have moved our entire offices and warehouse to Hicksville, Long Island, where, in close proximity to our nurseries and growing stations, we have much better facilities for storing and packing. This change will not interfere with our delivery schedule for, with frequent truck and train service, we are prepared for the prompt dispatch of all orders to any point.

Walter J. Guille, Inc.
Flower Bulb Specialists
**Hicksville, Long Island,
New York**

Long Distance Phone: Hicksville 632

	Doz.	100
Coquette (Dec.) Red and gold. Very thick and heavy flower on good stem	4.50	30.00
Dr. John Carman (Dec.) A massive flower with very broad petals. Color is Tyrian rose with silver tips. Heavy stems	3.75	25.00
Edna Ferber (Semi-Cactus). Large flowers of perfect form held high above the foliage on stiff stem. Color is a pleasing coral pink shading to old gold on petal tips....	3.00	20.00
Elkridge (Dec.) A pure white and one that promises to be popular as a cut flower. Attractive shape.	2.25	15.00
Elsie Burgess (Show). One of the old-time show Dahlias that refuses to yield to the newcomers. This past season it did exceptionally well in the market and growers who discarded it years ago now want it back. White base with lavender tip-pings. Profuse bloomer and splendid keeper	1.50	10.00
Fort Monmouth (Dec.) Deep maroon with violet petal tips. Nicely formed flower of mammoth size. Good stem	3.75	25.00
Fort Washington (Dec.) Large flowers of deep maroon. Tall, strong grower.	5.25	35.00
Frances La Rocco (Dec.) This is the most popular light yellow variety for cut flower purposes. Long, strong stems and prolific..	1.25	8.00
Goodnight (Dec.) Deep, ox blood red and probably the finest in its color. Good market variety.	5.25	35.00
Jack Rose (Dec.) This fine old commercial red is about to pass out of the picture in favor of "La Toreador." We still have a limited stock	1.25	8.00
Jane Cowl (Dec.) While this variety is not recommended for long distance shipping, it is without a peer when used by florists for their own trade. Its color—coppery yellow—and its splendid form and character, together with its large size and good growing qualities, makes it one of the most acceptable. It belongs in every Dahlia collection.	1.90	12.50
Jayseedee (Ball) A beautiful ball variety. Violet pink with deep red stripes. Free and continuous bloomer.	3.00	20.00
Jean Kerr (Dec.) The most popular commercial white and we are glad to have a larger supply this year for we have never had sufficient to take care of the demand. A medium size flower that is admirable for florists' work. Prolific bloomer with good stems and flowers that hold up well.	1.50	10.00
Jersey's Beacon (Dec.) Chinese red with lighter shadings on reverse side which give a beautiful two-toned effect. Large flower	1.80	12.00
Jersey's Beacon Ball (Ball) A fine ball Dahlia of the same color as Jersey's Beacon. Free flowering and good cutter. ...	1.50	10.00

Jersey's Beauty. (Dec.) This is still very much the favorite for florists' use and the acreage planted for this purpose is as great as all other varieties combined. Color is clear pink and the stems are long and stiff and the whole plant has a vigorous growth and freedom from many troubles that attack other kinds. Per 1,000 \$50.00, 1.00 6.00

For years A. Swenson & Sons of Bellmore, L. I. have enjoyed the reputation of shipping the finest flowers of Jersey's Beauty that come into the New York market. By careful selection of the strongest plants and expert culture and care, they have developed a strain of this variety that is unparalleled. We are exclusive handlers of their total crop.

Jersey's Glory (Dec.) Orange and yellow. Large flowers of good form on long stems. 3.00 20.00

Jersey's Triumph (Dec.) Bright copper with salmon shadings. A beautiful cut flower and show variety. 2.25 15.00

Katherine Cole (Dec.) A very beautiful and striking combination of pink and cream.. 3.75 25.00

Kemp's Violet Wonder (Dec.) A beautiful violet and the finest in this color. Very well regarded for all purposes. 3.75 25.00

Kentucky (Dec.) Also known as Orange Beauty. This is the salmon orange sport of Jersey's Beauty and it is well liked by all commercial men. We recommend it as being a very welcome addition to commercial or garden planting..... 1.90 12.50

Kiss Me (Dec.) A beautiful bi-color variety of white and red that has impressed many local growers and is now one of the leading cut flower varieties with those that grow for the market. 2.25 15.00

La Toreador (Dec.) This is the leading commercial red variety. Medium size, flat flower of glowing deep red. Strong stem of medium length. 1.25 8.00

Lord Autumn (Dec.) This fine, new, large yellow promises to be among the leaders for garden and exhibition purposes. Each 2.50

Mabel Goodacre (Dec.) Beautiful rose pink. Splendid form and fine grower. 3.75 25.00

Marshall's Pink (Dec.) This is a glorified Jersey's Beauty and when it is better known, it will rank among the top-notchers. For both garden and commercial use, it is flawless. Bright pink without shadings and a perfect form. 1.90 12.50

Maude Adams (Show). Small flowers, but very profuse bloomer and an old favorite market variety. Pink with white edge. .. 1.25 8.00

Monmouth Champion (Dec.) A very large orange scarlet and profuse bloomer on long, stiff stems. Makes a beautiful easily grown plant that seems immune to all insect troubles. 2.25 15.00

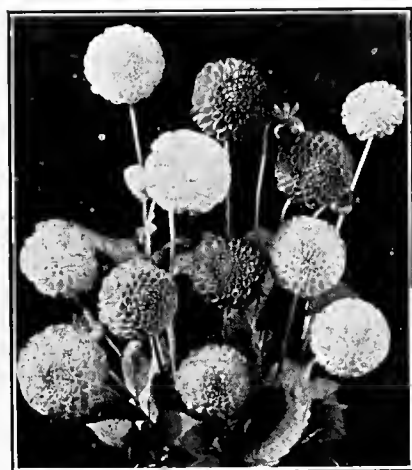
Less than 25 bulbs sold at the dozen rate, from 25 to 249 at the 100 rate, 250 and more at the 1000 rate

	Doz.	100
Mrs. A. E. Wheeler (Dec.) Fuchsia red with purple shadings and silvery white on reverse side. Very good variety.	\$3.00	\$20.00
Mrs. Carl Salbach (Dec.) Pure lavender borne of long, strong, thin stems.	1.50	10.00
Mrs. I. de Ver Warner. This is still the favorite orchid lavender variety. While the blooms are too soft for commercial use, it is variety that should be in every Dahlia garden.	1.50	10.00
Nathan Hale. We continue to receive very favorable reports from many customers all over the country to whom we have sold this variety. Coppery yellow and gold. A fine market variety.	1.80	12.00
New York Market. A flat decorative with shadings of light lavender and with excellent keeping qualities that make it a fine flower for florists' use.	3.60	25.00
Orange Beauty. See Kentucky.		
Omar Khayham (Dec.) A tall, vigorous grower with huge flowers of Chinese red and orange. One of the finest for the garden	3.75	25.00
Queen of the Gardens Beautiful (Dec.) Huge yellow and a good one for garden work.	3.00	20.00
Red Jersey (Dec.) A good commercial red with the same habit of growth as Jersey's Beauty.	3.75	25.00
Roseata (Dec.) A beautiful amber color overlaid with old rose. This is an excellent market variety and is one of the finest keeping kinds now being grown, having won prizes at several of the leading Dahlia shows where this quality was a factor. We can highly recommend it.	1.90	12.50
Rose Fallon (Dec.) Old gold with rosy bronze shadings. Immense flower on very tall plant.	2.25	15.00
Sagamore (Dec.) Golden yellow and orange. Free bloomer and good shipper. Favorite with commercial men.	1.50	10.00
Sagamore Gold (Dec.) A recent Long Island seedling that looks very good and has many fine qualities. It is larger and more brilliant than Sagamore. Deep orange color with golden caste.	2.65	17.50

	Doz.	100
Salmon Supreme. (Dec.) Shadings of salmon, orange and pink. Very vigorous and free flowering.	2.25	15.00
Satan (S. C.) One of the most prominent of the newer introductions. Enormous, shaggy flower of flame red with gold centre. Tall strong plants	8.00	60.00
Star of Bethlehem (S. C.) A large deep flower of purest white. Excellent form and good growing qualities	3.75	25.00
The World (Dec.) Purple with silver on reverse of petals. Dwarf grower but desirable for unusual color combination.	3.00	20.00
Thomas Edison (Dec.) A grand and striking variety of deep royal purple and the finest in this color.	3.75	25.00
Treasure Island (Dec.) Apricot and salmon gold. Huge flowers of fine appearance ..	3.75	25.00
Watchung Chief (Dec.) A fine combination of Autumn shades	2.25	15.00
White King. (Dec.) Here is the white Dahlia that the trade has long awaited. It is a sport of Frances La Rocco and its distribution has been confined to a few New York growers who have done exceedingly well with it in this market. It is the outstanding white for cut flower growers and all should have it	3.00	20.00
White Swan (Dec.) The old-fashioned white that is still liked by a great many	1.25	8.00
White Wonder (Dec.) One of the best of the newer pure whites. Strong grower and free bloomer	5.25	35.00
York & Lancaster (Dec.) This is our choice of the finest of the newer combination white and red varieties. It never fails to attract attention wherever grown or shown. We recommend it for both garden and cut flower use. Bright red with white petal tips	1.50	10.00

POMPON DAHLIAS ARE IN GOOD DEMAND

There is a keen revival of interest in the dainty Pompon varieties. Florists are appreciating their value in basket and make-up work and Dahlia lovers want them in their gardens. We are offering an outstanding variety in each of the leading colors and combinations and all at popular prices.

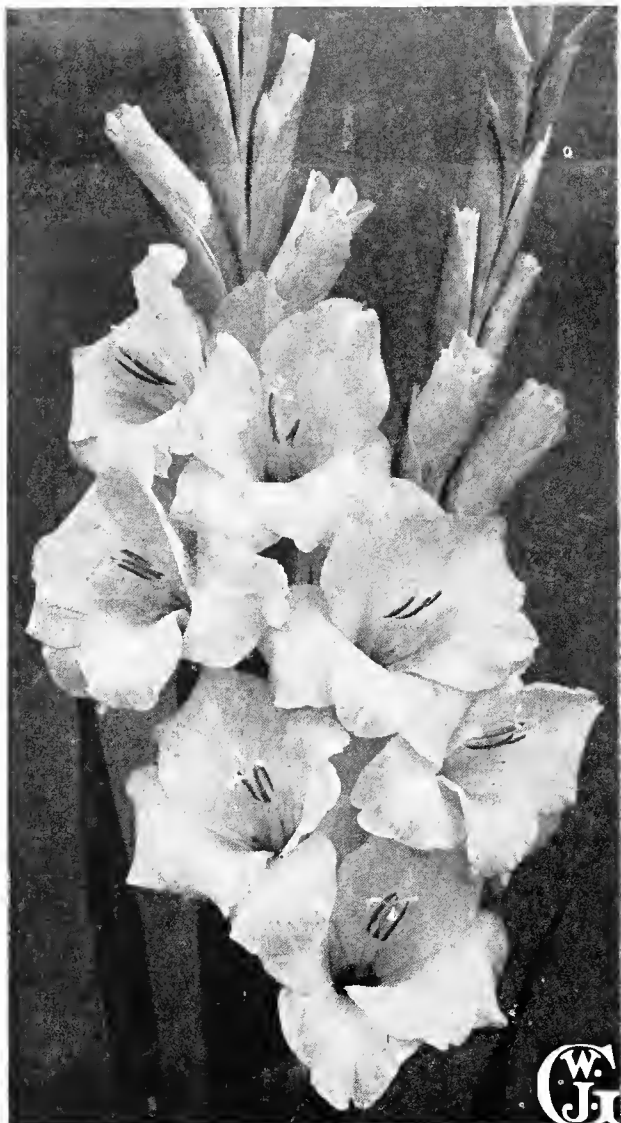


See back pages for Dahlia and other packages.

	Doz.	100
Amber Queen. 2 in. Clear amber color	\$1.75	\$12.50
Belle of Springfield. 1¾ in. Strawberry red	1.75	12.50
Bobby. 2¼ in. Combination of wine and purple red	1.75	12.50
Catherine. 2½ in. Clear Yellow	1.75	12.50
Edith Mueller. 1¾ in. A new variety that is a perfect beauty. A two-toned effect is obtained from the salmon red front side of the petals and the gold color of the backs. We are sure you will like it	2.25	15.00
Fascination. 2¼ in. Lavender pink	1.75	12.50
Indian Chief. 2 in. Wine red with white tips	1.75	12.50
Joe Fette. Best small white	1.75	12.50
Jolanthe. Bright Salmon	1.75	12.50
Lavender Gem. 2 in. Clear lavender	1.75	12.50
Rosa Wilmoth. Deep rose pink	1.75	12.50
Roodhough. 1¾ in. Crimson red	1.75	12.50
Snowclad. 2 in. Pure white	1.75	12.50
Stolz Von Berlin. Clear pink	1.75	12.50

Note: You may deduct 5% when cash accompanies order.

See terms of Sale, page 5.



GLADIOLUS

for Forcing and Outdoor Planting

With the introduction into commercial channels of some beautiful new kinds and with the elimination of thrip by all careful growers, Gladiolus have resumed their place as our most popular Summer cut flower. This past season good blooms of the better varieties commanded prices which showed the growers a profit and the interest in bulbs is now greater than it has been for several years. For garden planting there is also a keen revival in demand which retailers should prepare for. We suggest you order early, for the bulb supply is very definitely on the short side and we further suggest you include in your plantings the newer kinds that we offer—for they have all proved their value.

Evelyn Kirtland. Light rose pink with darker margin. A splendid variety and very popular with florists.

1st Size....30c per doz., \$2.00 per 100, \$16.00 per 1000
2nd Size....25c per doz., \$1.65 per 100, \$13.00 per 1000

Giant Nymph. Many growers have just begun to appreciate the beauty and other qualities of this Gladiolus, which today ranks as one of the most popular of all commercial kinds. Color is clear pink with creamy yellow throat. Robust grower and fine commercial kind.

1st Size....30c per doz., \$2.10 per 100, \$17.50 per 1000
2nd Size....25c per doz., \$1.70 per 100, \$14.00 per 1000

Golden Dream. Extremely tall yellow and one of the best available in this shade.

1st Size....30c per doz., \$2.00 per 100, \$16.00 per 1000
2nd Size....25c per doz., \$1.65 per 100, \$13.00 per 1000

Golden Measure. Large, tall spike of light yellow. The shape is not particularly good, but some like it for its size and color.

1st Size....35c per doz., \$2.40 per 100, \$20.00 per 1000
2nd Size....30c per doz., \$2.00 per 100, \$16.00 per 1000

Hallev. Salmon pink. Its extreme earliness combined with its good growing qualities and fine form makes it still one of the most popular for florists.

1st Size....30c per doz., \$2.00 per 100, \$16.00 per 1000
2nd Size....25c per doz., \$1.65 per 100, \$13.00 per 1000

Herada. Pure mauve. Large, well formed spike and a particularly popular garden variety.

1st Size....30c per doz., \$2.10 per 100, \$17.00 per 1000
2nd Size....25c per doz., \$1.70 per 100, \$13.50 per 1000

Le Marechal Foch. Light flesh pink. Large, individual flowers.

1st Size....30c per doz., \$2.00 per 100, \$16.00 per 1000
2nd Size....25c per doz., \$1.65 per 100, \$13.00 per 1000

Los Angeles. Bright pink with small orange carmine markings in throat. Probably the most popular of the light pink varieties.

1st Size....30c per doz., \$2.00 per 100, \$16.00 per 1000
2nd Size....25c per doz., \$1.65 per 100, \$13.00 per 1000

Minuet. This new, light lavender variety has at once been accepted as a very welcome addition to the florists list. Large, well-shaped florets, on tall, strong spike. Especially beautiful when forced. Everyone should have it.

1st Size....50c per doz., \$3.15 per 100, \$26.00 per 1000
2nd Size....35c per doz., \$2.40 per 100, \$20.00 per 1000

Mrs. Dr. Norton. A beautiful combination of pink, lavender and yellow that is not found in any other variety. Very beautiful and much liked.

1st Size....35c per doz., \$2.50 per 100, \$21.00 per 1000
2nd Size....30c per doz., \$2.10 per 100, \$17.00 per 1000

Betty Nuthall. Vivid salmon--orange to yellow at the throat and having a carmine margin. Tall spike bearing about twenty or more buds with many open together. A very showy variety.

1st Size....35c per doz., \$2.50 per 100, \$21.00 per 1000
2nd Size....30c per doz., \$2.10 per 100, \$17.00 per 1000

Byron L. Smith. Lavender, oddly blended with blue, yellow and white. A very striking and beautiful color combination.

1st Size....30c per doz., \$2.15 per 100, \$18.00 per 1000
2nd Size....25c per doz., \$1.75 per 100, \$14.50 per 1000

Carmen Silva. This looks like the best bet for a commercial white. Has light pink markings under certain weather conditions. We recommend it.

1st Size....35c per doz., \$2.40 per 100, \$20.00 per 1000
2nd Size....30c per doz., \$2.00 per 100, \$16.00 per 1000

Chicago White. Popular white variety with small lavender blotch on lower petal.

1st Size....30c per doz., \$2.00 per 100, \$15.00 per 1000
2nd Size....25c per doz., \$1.50 per 100, \$12.00 per 1000

Crimson Glow. Bright crimson. Tall, strong grower with well placed florets.

1st Size....30c per doz., \$2.00 per 100, \$16.00 per 1000
2nd Size....25c per doz., \$1.60 per 100, \$13.00 per 1000

Dr. F. E. Bennett. This is the accepted commercial leader among red varieties. Heavy, well shaped spike with many open at the same time. Large, brilliant scarlet. Extra fine.

1st Size....35c per doz., \$2.50 per 100, \$21.00 per 1000
2nd Size....30c per doz., \$2.10 per 100, \$17.00 per 1000

Early Sunrise. Salmon-scarlet. An enormous flower on a well-shaped spike. Extremely early.

1st Size....30c per doz., \$2.10 per 100, \$17.50 per 1000
2nd Size....25c per doz., \$1.70 per 100, \$14.00 per 1000

E. J. Shaylor. Deep rose with darker shadings. Large flowers and tall stem. An old favorite.

1st Size....30c per doz., \$2.00 per 100, \$15.00 per 1000
2nd Size....25c per doz., \$1.50 per 100, \$12.00 per 1000

GLADIOLUS (Continued)

Mrs. F. Pendleton. This variety still ranks as one of the most popular. Rose pink with blood red blotch on lower petals. Fine cutter and shipper and altogether one of the finest.

1st Size 30c per doz., \$2.00 per 100, \$16.00 per 1000

2nd Size 25c per doz., \$1.65 per 100, \$13.00 per 1000

Mrs. Francis King. Flame scarlet; tall, straight stems. Still in demand commercially as one of the best reds.

1st Size 30c per doz., \$2.00 per 100, \$16.00 per 1000

2nd Size 25c per doz., \$1.65 per 100, \$13.00 per 1000

Mrs. Leon Douglas. Exceptionally strong grower having wide leaves and heavy spikes and flowers. Watermelon pink with specks of crimson. Somewhat soft but otherwise very good.

1st Size 30c per doz., \$2.10 per 100, \$17.50 per 1000

2nd Size 25c per doz., \$1.75 per 100, \$14.00 per 1000

Mrs. W. H. Phipps. Large, fine salmon pink and a real beautiful variety. For garden work, it makes an exhibition flower that is hard to beat.

1st Size 35c per doz., \$2.50 per 100, \$21.00 per 1000

2nd Size 30c per doz., \$2.10 per 100, \$17.00 per 1000

Orange Queen. Orange yellow. Very easy to force and one of the earliest when planted outdoors. Small, individual florets with hood.

1st Size 30c per doz., \$2.00 per 100, \$16.00 per 1000

2nd Size 25c per doz., \$1.60 per 100, \$13.00 per 1000

Peace. Large, tall white with purple throat. Very late.

1st Size 30c per doz., \$2.00 per 100, \$16.00 per 1000

2nd Size 25c per doz., \$1.60 per 100, \$13.00 per 1000

Pfizer's Triumph. Large, wide orange scarlet flowers which open flat against a tall spike. The individual flowers measure 6 in. across. Very fine.

1st Size 35c per doz., \$2.50 per 100, \$21.00 per 1000

2nd Size 30c per doz., \$2.10 per 100, \$17.00 per 1000

Picardy. This new variety is a real beauty. When grown outdoors, the color is pink with coral shades and when forced it is a pure clear pink. The individual florets are immense and there are several open at the same time

Less than 25 bulbs sold at the dozen rate, from 25 to 249 at the 100 rate, 250 and more at the 1000 rate

GLADIOLUS PICARDY

Is such an outstanding variety that it soon promises to outrank in popularity any other kind. Added to its other fine qualities of size and color it is also an excellent grower and flowers profusely from smaller size bulbs. Every grower should have it. In addition to the larger size bulbs offered elsewhere on this page we can supply.

No. 3 per 100, \$2.00; per 1000, \$16.00

No. 4 per 100, 1.60; per 1000, 13.00

No. 5 per 100, 1.40; per 1000, 10.00

No. 6 per 100, 1.00; per 1000, 8.00

AMARYLLIS HALLI (Lycoris squamigera)

The bulb produces its foliage in Spring which is followed by a tall lavender spike of beautiful flowers in Midsummer.

\$1.00 each, \$10.00 per doz., \$75.00 per 100

which makes the whole spike very handsome and there is nothing to compare with it in any other variety. Everyone should have this beautiful new kind.

1st Size 75c per doz., \$5.00 per 100, \$40.00 per 1000

2nd Size 60c per doz., \$3.50 per 100, \$30.00 per 1000

Rose Ash. Rich old rose overlaid with pink and red. An odd and beautiful color.

1st Size 40c per doz., \$2.60 per 100, \$22.00 per 1000

2nd Size 30c per doz., \$2.10 per 100, \$17.50 per 1000

Schwaben. Large pale yellow with red blotch. This old favorite is now in short supply and it looks as though it is going to pass out of the picture.

1st Size 30c per doz., \$2.10 per 100, \$17.00 per 1000

2nd Size 25c per doz., \$1.65 per 100, \$13.50 per 1000

Souvenir. Because there is no other acceptable true yellow variety, "Souvenir" continues very popular. Small individual flowers well spaced on tall, straight spike and a true yellow. Flowers invariably command a good price.

1st Size 30c per doz., \$2.00 per 100, \$16.00 per 1000

2nd Size 25c per doz., \$1.60 per 100, \$13.00 per 1000

Virginia. Intense scarlet noted for its earliness and large open flowers which face one way. The pleasing shade and shape of this variety makes it one of the most popular. Dwarf grower.

1st Size 30c per doz., \$2.10 per 100, \$17.00 per 1000

2nd Size 25c per doz., \$1.65 per 100, \$13.50 per 1000

Wilbrink. Lavender pink with yellow blotch. Very early and consequently a good market variety.

1st Size 20c per doz., \$2.15 per 100, \$18.00 per 1000

2nd Size 25c per doz., \$1.65 per 100, \$13.50 per 1000

Exhibition Mixture. An assortment made up of the largest and finest varieties.

1st Size 30c per doz., \$2.00 per 100, \$15.00 per 1000

2nd Size 25c per doz., \$1.50 per 100, \$12.00 per 1000

Standard Mixture. The well known named varieties are well represented in this fine mixture.

1st Size 25c per doz., \$1.50 per 100, \$12.50 per 1000

2nd Size 20c per doz., \$1.25 per 100, \$10.00 per 1000

AMARYLLIS—Giant Hybrids

A Specialty With Us

No other bulbous subject offers such an opportunity for the development of increased sales and satisfied customers as these Hybrid Amaryllis. For years we have aided in their development and have started many concerns selling them—and we never get an unfavorable report.

For house culture, the ease with which they can be flowered makes them the outstanding subject for this purpose and they also make a beautiful pot plant for florist use. Large display card with every order. Every storekeeper should feature them.

GIANT HYBRIDS—In mixed colors

Ranging from pure white through the various pink shades to deep red.

	Doz.	100	1000
2½ to 3 in.	\$2.00	\$12.50	\$120.00
3 to 3½ in.	2.40	15.00	140.00
3½ to 4 in.	3.20	20.00	185.00
4 in. and up	4.50	28.00	250.00

Terms and Conditions of Sale

This is a wholesale catalog and intended for trade buyers as we do no retail business. This list cancels all previous quotations. Prices as quoted are f.o.b. Hicksville, N. Y. and include packing. Terms are less 5% for cash with order or net 60 days, less 2% in ten days, on approved credit.

Non-Warranty

Although we exercise the greatest care and precaution in sending out only such stock as should perform entirely satisfactory, we nevertheless give no guarantee, express or implied, as to the quality, description or productiveness of any bulbs or roots we send out and will in no way be responsible for the crop. If the purchaser does not accept our bulbs or roots under these conditions, they are at once to be returned. No claims whatever will be allowed unless reported to us within 18 hours after the merchandise is received.



Begonia—Tuberous Rooted

CALADIUM ESCULENTUM (Elephants-ear)

A splendid plant with tropical-like foliage for border groups, lawn specimens, but most frequently used with Cannas and plants of similar nature for Summer flowering beds. The massive size and bright appearance of the leaves (which resemble an elephant's ear) are most striking, either when used alone or as a background for other flowering plants.

	Doz.	100	1000
5- 7 in.	\$0.50	\$2.75	\$22.00
7- 9 in.60	3.50	30.00
9-11 in.	1.00	6.00	55.00

CALADIUMS FANCY-LEAVED

The large, brilliant colored leaves that these bulbs produce make an unequalled display for the Summer garden. As a pot plant for florists' use, there is no better Summer subject.

NAMED VARIETIES. A collection of 5 named kinds which includes all of the best forms and richest colorings.

Per 25 (5 of each)	\$3.50
Per 100 (20 of each)	10.00
Per 1000 (200 of each)	90.00

MIXED COLORS. All colors represented in this mixture, including the Birch bark varieties.

Per doz.	\$1.25
Per 100	7.00
Per 1000	65.00

CINNAMON VINES

A fine perennial climber with Ivylike leaves and sweet-scented flowers.

Per doz.	\$0.75
Per 100	5.00
Per 1000	40.00

BLEEDINGHEART DICENTRA

A beautiful garden plant of graceful habit, 2 to 3 feet high. The foliage is of a highly ornamental, fernlike appearance, over which hang the drooping spikes of pink, heart-shaped flowers. Blooms outdoors in May and June, and in the Fall can be lifted and potted for Winter and Spring bloom indoors. Be sure to include this in your order—always in popular demand.

LARGE FIELD CLUMPS:

\$3.00 per doz.	\$20.00 per 100	\$180.00 per 1000
Wrapped Divisions (See page 12)		

NOTE—You may deduct 5% when cash accompanies order

BEGONIAS—Tuberous-rooted

For outdoor Summer planting in semi-shaded locations, this is a beautiful and easily grown subject and one that will provide "something different." It also makes an excellent pot plant. Free display card for counter sales.

Single. Separate colors: White, Red, Pink, Orange, Yellow.

1 to 1½ in.	\$1.00 per doz., \$6.50 per 100, \$55.00 per 1000
1½ to 2 in.	1.75 per doz., 12.50 per 100, 105.00 per 1000

Double. Separate colors: White, Red, Pink, Orange, Yellow.

1 to 1½ in.	\$1.00 per doz., \$7.00 per 100, \$60.00 per 1000
1½ to 2 in.	1.80 per doz., 13.00 per 100, 110.00 per 1000

Single Crested. Separate colors: White, Red, Pink, Orange, Yellow.

1 to 1½ in.	\$1.15 per doz., \$7.50 per 100, \$65.00 per 1000
1½ to 2 in.	2.00 per doz., 14.00 per 100, 115.00 per 1000

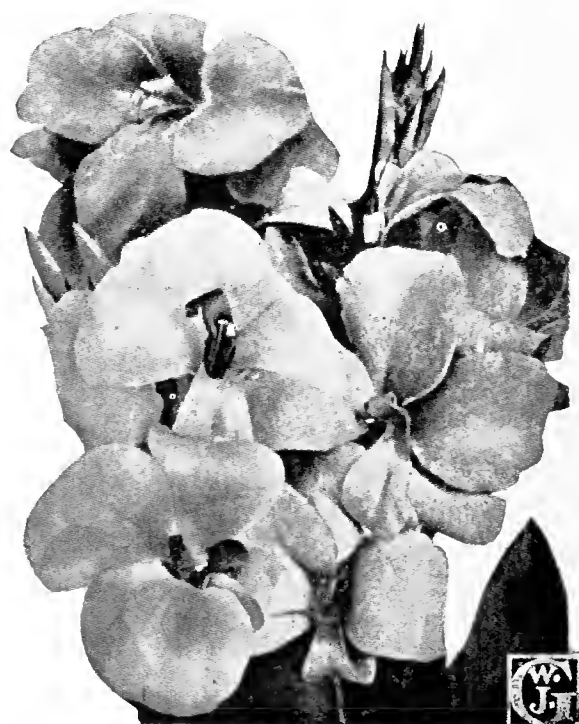
Double Crested. Separate colors: White, Red, Pink, Orange, Yellow.

1 to 1½ in.	\$1.15 per doz., \$7.50 per 100, \$65.00 per 1000
1½ to 2 in.	2.00 per doz., 14.00 per 100, 115.00 per 1000

CANNAS

Cannas are the showiest of all Summer bedding plants and as a result are always in demand and are among the leading sellers for storekeepers. Our roots are strong clumps, 2- to 3-eye divisions. Display cards for leading kinds.

	100	1000
Candelabra. Orange scarlet	\$4.25	\$35.00
City of Portland. Glowing pink	4.75	40.00
Crimson Bedder. Deep crimson	2.75	22.50
Eureka. White	3.30	27.50
Hungaria. Deep rose	3.35	28.00
King Humbert Red. Orange scarlet	3.00	25.00
King Humbert Yellow. Golden yellow, spotted red	3.00	25.00
Mme. Crozy. Vermilion scarlet	2.75	22.50
Mrs. Alfred Conard. Salmon pink	3.60	30.00
Orange Bedder. Bright orange suffused with scarlet.....	3.00	25.00
Richard Wallace. Light yellow	2.75	22.50
Rosea Gigantea. Soft rose pink	3.60	30.00
The President. Red	3.00	25.00
Venus. Bright rose pink, cream border	2.75	22.50
Wintzer's Colossal. Vivid scarlet	2.65	22.00
Wyoming. Orange flowers with purple foliage	2.75	22.50



Canna

MADEIRA VINE

Commonly known as climbing Mignonette. Makes a rapid annual growth and is a good subject for a ground cover or climbing vine.

Per doz.	\$0.50
Per 100	3.00
Per 1000	26.00

GLOXINIAS

For Summer pot plants, Gloxinias have no rivals. They require rather expert care to bloom them properly, but are well worth the effort.

The bulbs are available in separate colors and mixed.

Per doz.\$2.25
Per 10015.00

HYACINTHUS CANDICANS

These flowers resemble huge Hyacinths with stalks 3 and 4 feet high and with drooping, Hyacinthlike white bells. They make a long and good showing when planted in borders.

1½ to 2 in.65c per doz., \$4.00, per 100, \$35.00 per 1000
2 to 3 in.85c per doz., 6.00 per 100, 50.00 per 1000
3 in. and up\$1.25 per doz., 6.50 per 100, 75.00 per 1000

ISMENE CALATHINA

This bulb makes an Amaryllis-like growth and produces in early Summer a white, trumpet-shaped flower resembling a large Daffodil. Sweet-scented.

Per doz.\$1.25
Per 1009.00
Per 100075.00

JAPANESE IRIS

We are convinced that Japanese Iris offer one of the biggest dollar's worth of garden beauty in the whole floral list. They are easily handled and once established, provide a yearly wealth of beauty with little care or attention other than to keep other plants from crowding them out. They have large, overlapping petals in a wide range of colors and when in season, challenge every other flower in the garden.

Doz. 100

Betty F. Holmes. An enormous new double white that often measures 1 ft. across. The finest of all whites.\$3.60 \$25.00
Gold Bound. A creamy white variety with six petals. 1.50 10.00
Helene Van Siebold. Reddish pink with white stripes. Unusual color combination. 1.50 10.00
Mahogany. Velvety crimson purple. Six large round petals. 1.85 12.50
Mount Chester. Light blue with white stripes. Six petals 1.50 10.00
Oriole. Deep red and very striking. Six petals. 1.85 12.50
Pyramid. Six large petals of royal purple centre and radiating line of yellow. 1.50 10.00
Topaz. Pearl white with topaz shadings. Six petals 1.50 10.00
Victor. Silvery white with splashes of ultramarine blue. Six petals. 1.85 12.50
Seedling Hybrids. Everyone is beautiful and no two are alike. In this mixture you stand a good opportunity of getting an unusual prize winning variety of great value. Exceptional value.1000 \$50.00 .85 6.00



Gloxinia

GERMAN IRIS

An assortment of some of the finer new kinds.

Per doz.\$0.50
Per 1003.50
Per 100030.00

OXALIS

These bulbs make delightful border plants. They have Cloverlike foliage and are a mass of blooms all Summer.

Deppei White
Lasiandra Rosy pink
Shamrock Deep pink
Per doz.\$0.20
Per 1001.25
Per 100010.00

MONTBRETIAS

You will find that limited planting of these will give you something unusual in a graceful Summer cut flower.

	Doz.	100	1000
Aurantiaca. Orange yellow	\$0.60	\$3.60	\$30.00
Fire King. Red	.60	3.90	32.50
Germania. Red and yellow	.60	3.90	32.50
Golden West. Golden yellow	.75	4.80	40.00
King Edmund. Fine large yellow	.90	5.10	42.50
Talisman. Dark scarlet	.75	4.20	35.00
Fine Mixture.	.50	3.00	25.00

TRITOMAS

Commonly known as "Flame Flowers" or "Red Hot Pokers" on account of their spike-like, brilliant colored flowers.

This is one of the showiest subjects for the Summer garden and produces a continuous profusion of flowers.

Pfitzeri. Flame red color. Flowers late August and September.
Per doz.\$1.00
Per 1007.00
Per 100035.00
Pfitzeri magnifica. This is a glorified variety of Pfitzeri. It is a strong grower, has more plants per flower, and the flower heads are larger and longer than the old type. It is a decided improvement.
Per doz.\$2.00
Per 10014.00
Early Hybrids. These range in color from milk white to deepest orange.
Per doz.\$1.25
Per 1008.00
Per 100075.00



Montbretia

TUBEROSES



Tuberose

Lovers of the old-fashioned gardens always like to include Tuberoles in their general collections and these bulbs therefore retain their old popularity from year to year. A deliciously fragrant flower and an exceptional favorite among Summer plants—grows 2-3 feet high, with waxy, white flowers in a compact spike.

DWARF PEARL

	Doz.	100	1000
Double, 3—4	\$0.25	\$1.25	\$10.00
Double, 4—650	2.50	22.50
Double, 6—875	5.00	45.00

MEXICAN

	Doz.	100	1000
Single	\$0.50	\$3.00	\$25.00

HARDY LILIES

These aristocrats of the summer garden are now within the reach of everyone's purse. Every florist should plant them and every storekeeper should feature them. They add a dignified beauty to any garden setting that cannot be attained with other subjects.

LILIUM AURATUM (Goldband)

A tall, noble Lily, growing 4 to 6 feet high. Its huge flowers are white with red spots and a golden rib down the center of each petal.

	Doz.	100	Case
7-9 in., 250 bulbs to case	\$1.00	\$7.00	\$15.00
8-9 in., 180 bulbs to case	1.35	9.00	15.00
9-11 in., 125 bulbs to case	2.10	14.00	15.00
11-13 in., 90 bulbs to case	2.50	16.50	15.00

LILIUM CANDIDUM (Madonna Lily)

One of the most beautiful and popular of all Hardy Lilies. We are direct importers from prominent French growers.

	Doz.	100	1000
20-22 ctm., southern grown	\$1.00	\$6.50	\$63.50
24-26 ctm., northern grown	1.80	12.00	100.00
26-28 ctm., northern grown	2.10	14.00	115.00
28-30 ctm., northern grown	2.50	16.75	140.00
30 ctm., northern grown	3.00	19.00	160.00

LILIUM HENRYI

A very tall, robust grower bearing yellow flowers with lighter stamens.

	Doz.	100	Case
7-9 in., 250 bulbs to case	\$1.25	\$8.00	\$16.00
8-10 in., 180 bulbs to case	1.80	12.00	17.00
9-11 in., 125 bulbs to case	2.10	14.00	16.00

TIGRIDIA PAVONIA

There are few subjects that can compare with Tigridias for brilliancy of color. Several flowers are produced to the stalk and this provides a continuity of beauty over a long period.

Per doz.	\$1.50
Per 100	10.00

LILIUM REGALE

Not only is this one of the most beautiful of all Hardy Lilies, but it has the additional important quality of seemingly adapting itself to many different locations and doing uniformly well. It will thrive and produce splendidly in any ordinary garden location. It is a white trumpet Lily with markings of pink, yellow and light brown, extremely fragrant and flowers in June.

	Doz.	100	1000
6-8 in.	\$1.00	\$6.50	\$55.00
7-9 in.	1.35	9.00	75.00
8-10 in.	2.25	15.00	125.00
10 in. up	3.00	20.00	175.00

LILIUM RUBRUM

A Japanese Lily, growing 3 to 4 feet high with large open flowers of carmine-pink with crimson spots.

	Doz.	100	Case
7-9 in., 250 bulbs to case	\$1.10	\$7.50	\$16.00
8-9 in., 200 bulbs to case	1.35	9.00	16.00
9-11 in., 140 bulbs to case	2.10	14.00	16.00
11-13 in., 90 bulbs to case	2.75	17.50	16.00

LILIUM TIGRINUM—Single (Tiger Lily)

Orange-yellow with black spots. A great favorite that gives splendid results, without much coddling, and quickly increases into large clumps or colonies in the hardy border.

	Doz.	100	1000
Price	\$0.90	\$6.50	\$60.00

PEONIES

	Doz.	100
Albatre. A fine white with nice form and substance	\$2.00	\$15.00
Couronne d'Or. White with yellow tints. Center petals edged with carmine. Large flower. Good keeper. Late	2.25	16.00
Duchesse de Nemours. Sulphur-white with green reflex. Fine form and beautiful flower	2.00	15.00
Edulis Superba. Favorite light pink for commercial growers	1.75	12.00
Eugene Verdier. Hydrangea-pink with deeper center and crimson spots	2.00	15.00
Felix Crousse. Rich red and the most popular one of this color	2.50	20.00
Festiva Maxima. Pure white with crimson markings on center petals. The most popular white	1.75	12.00
Floral Treasure. A very free flowering shell-pink variety	1.85	14.00
Karl Rosenfield. Very large, early red. Strong grower, tall and free flowering	2.50	18.00
Madam Forel (Crousse). Bright deep pink with silvery reflex	2.50	20.00

Mons. Jules Elie. Considered by many as the finest Peony of all. Beautiful glowing pink	3.75	25.00
Queen Victoria. While the flower is smaller than most, it is one of the most profitable whites to grow on account of its free flowering and long keeping qualities.	1.85	14.00
Richard Carvel. A very early, full double, bright crimson variety that has become the most popular of its color among commercial men	3.75	25.00
Sarah Bernhardt. Large strong grower of apple-blossom-pink, each petal edged with silver	3.60	25.00

PEONIES IN SEPARATE COLORS

Each individually wrapped with moss and water-proof paper, and large colored label on wrapper.

	Doz.	100	1000
White	\$1.00	\$7.00	\$55.00
Red	1.00	7.00	65.00
Pink	1.00	7.00	65.00
Less than 25 bulbs sold at the dozen rate, from 25 to 249 at the 100 rate, 250 and more at the 1000 rate.			

Perennial and Other Wrapped Packages

FOR STORE SALES

This list of perennials and other Spring selling subjects comprises the most popular home garden plants. Each is wrapped in a distinctive colored, moisture-proof paper with sufficient moss to preserve the plants in a perfect condition over the usual selling period and a liberal size colored reproduction is attached to each plant. Growing instructions are also given.



Aquilegia (Columbine). Fine strain of long-spurred hybrids. Very beautiful early Spring perennial.

Bleedingheart. Favorite perennial of the old-fashioned garden.

Chrysanthemums. These hardy Chrysanthemums are a very popular garden subject and one of the best sellers. We have them available in four distinct colors with separate labels for each color—Red, Pink, Yellow, and Bronze.

Coreopsis. This is one of the favorite hardy garden plants. Large, bright yellow flowers which bloom in great profusion most of the summer.

Campanulas (Canterbury-bells). A favorite flower of the old-fashioned garden. Large spikes of bell-shaped flowers produced on stems about 1 ft. high.

Delphinium (Larkspur). We have a very good stock of the finest English strains which range in color from the palest blue to the deepest purple with many pastel shades of mauve, pink, and lavender. A very popular garden subject.

Digitalis (Foxglove). Spikes are 2 and 3 ft. which bloom in June and July. Create a fine, old fashioned garden effect.

Funkia variegata. The variegated foliage of yellow and green make this a very desirable edging plant. Bears spikes of tall blue flowers in Midsummer.

Funkia subcordata. Large green foliage with pure white, Lily-shaped fragrant flowers that bloom in August and September.

Gaillardia (Blanketflower). Lovely shades of orange, yellow and red that bloom all Summer and Fall and make this a very desirable plant for any garden.

Geranium. Double flowers of fiery orange scarlet which bloom nearly all Summer. Very striking and something different.

Hibiscus (Mallow Marvels). One of the showiest subjects for August flowering. Plants grow bushy and about 3 ft. in height and make an excellent background. Produce beautiful large flowers measuring 4 in. and 5 in. across in shades of white, red, and pink.

Hemerocallis (Daylilies). Rich yellow and orange flowers produced on tall stems in the early Summer. Height about 2 ft.

Hollyhock. Everyone knows what these are and for a tall background effect there is nothing more striking and beautiful.

Iris, Japanese. The finest of all the Iris family. Very large, flat flowers in a wide range of handsome colors. Bloom in June.

Iris, German. An assortment of the finest of the newer varieties of this popular garden subject.

Peonies. Peonies are a universal favorite that should be among the best sellers. We pack them in separate colors—pink, red, and white.

Phlox. These hardy Phlox are a beautiful addition to any hardy plant collection. The fine varieties that we offer have large flower heads on long stems and in a wide range of colors.

Physalis (Chinese Lantern). These produce bright orange scarlet lanternlike fruits which when cut last all Winter.

Pyrethrum (Painted Daisies). A mixture of double and single flower sorts in many shades of pink, rose, and white.

Rudbeckia, Golden Glow. This very popular hardy plant produces large masses of golden yellow double flowers shaped like miniature Dahlias. Grows 5 ft. and 6 ft. tall.

Sedum spectabilis. A pretty erect-growing variety of "Live-for-ever." About 18 in. tall, with broad, light green foliage and large heads of handsome rose-colored flowers.

Shasta Daisy. A fine, large white Daisy that shows up splendidly in every perennial border.

Spearmint. Always in demand for every kitchen garden.

Sweet-William. A fine mixture of the best English strains of this very popular hardy plant.

Tritoma (Red Hot Poker). One of the showiest of all perennials and should have a place in every garden.

Veronica. Beautiful spike of large blue flowers about 15 in. tall. Flowers late June and July.



All wrapped in moisture-proof paper with colored label and growing instructions.

All of the above: \$1.00 per doz., \$7.00 per 100, \$65.00 per 1000
(25 at 100 rate, 250 at 1000 rate)

Packaged BULBS and PLANTS for Store Trade

The advantages of handling packaged bulbs and roots are obvious. The moisture-proof covering prevents evaporation and maintains these subjects in a live condition much longer than when they are exposed to dry store atmospheric conditions. Packaged items permit of a clean, orderly and attractive display and entirely eliminate the waste and culls prevalent with the handling of bulk merchandise. In addition, the wrappers provide an opportunity of giving descriptions and growing instructions which are so vital to the maintenance of satisfied customers.



Display Carton Containing 25 Packages Assorted Gladiolus

GLADIOLUS in CELLOPHANE BAGS

No Waste—No Culls—No Dirt

SELF SELLING

With Complete Growing Instructions on Each Bag and the Flowers Shown in Natural Colors

Five Most Popular Varieties

PINK: Los Angeles RED: Virginia ROSE: Shaylor
YELLOW: Souvenir LAVENDER: Herada

Four Top Size Bulbs in Each Bag

These are packed 25 assorted packages in attractive display carton

Price per carton of 25 packages, \$1.65



SPECIAL STORE ASSORTMENT

25 Packages Popular Home Garden Subjects

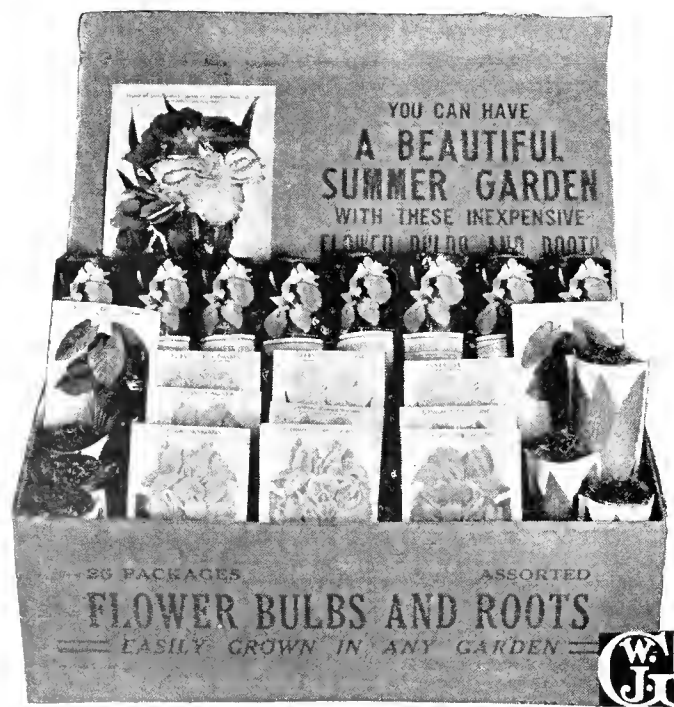
This assortment, packed in the special display carton shown on the left, has been featured by us for the past two seasons, has proved a ready seller with our trade, and sales have increased enormously. Each item is packed either in moisture-proof paper or cellophane with a colored picture on each package and complete growing instructions. Here is what the assortment contains:

- 1 RED PEONY
- 1 PINK PEONY
- 3 JAPANESE HYBRID IRIS
- 2 GERMAN IRIS of new rich coloring.
- 3 TRITOMAS (Red Hot Pokers)
- 2 FUNKIA VARIEGATA, fine colorful border plant.
- 6 CANNAS, two of each color; Red, Pink, Yellow.
- 2 TUBEROSES, Double White Pearl.

- 1 CALADIUM (Elephant-ear)
- 2 COREOPSIS
- 2 HIBISCUS



Cellophane Bag of Gladiolus



Display Carton Containing 25 Packages Assorted Bulbs and Roots

We furnish attractive
COLORED

Display Cards

FREE
WITH ORDER
FOR BULK BULBS

Flowering Bulbs in themselves convey no impression in the customers' minds as to what they will produce and usually it is essential that the display of each variety be accompanied with an illustration showing exactly what the flower is like. This is very important in the sale of dry bulbs and roots over the counter. We have prepared a standard size 5½ x 7 display card for most of the varieties as shown in this list. These cards not only show the flower in natural color, but give the name of each and provide space for pricing. These cards are sent free with each order.

DAHLIAS in Packages

By actual test these packages increase Dahlia sales 300 to 400%

There is a live interest in Dahlias in every section of the country and our packages enable the retailer to cash in on it for they eliminate all of the grief that goes with the handling of bulk roots. In both the individual boxes and the collections we offer below, the roots are wrapped in moisture proof paper which preserves the full, original plumpness of the roots and also protects them from damage and breakage in handling.

INDIVIDUAL DAHLIA BOXES

One Large Root in Each Box

MRS. I. De Ver WARNER. Best lavender.	JERSEY'S BEACON. Best red.
JERSEY'S BEAUTY. Best pink.	AVALON. Fine Yellow.
	SAGAMORE. Orange.

Price per carton of 25 (5 of each kind) \$1.65



Carton of Packaged Dahlias

DAHLIA COLLECTIONS

The three Dahlia collections we offer below have proved to be extremely popular sellers and storekeepers all over the country, including many seedstores, have come to rely upon them for a great portion of their Dahlia turnover. Their attractive covers, printed in four color process, permit of sales promotional display and the roots, all individually labelled and wrapped in moisture-proof paper, retain all their vitality until planting time—which means satisfied customers.

SPECIAL ASSORTMENT OF SIX WELL-KNOWN VARIETIES



'Garden Full of Dahlias'

One each of the following 6 fine kinds

JERSEY'S BEAUTY. Pink.	MRS. I. DeVer WARNER. Lavender.
JERSEY'S BEACON. Red.	SAGAMORE. Orange.
JANE COWL. Copper.	CHEMAR'S EUREKA. White.

Each root separately labeled. Packed in fancy display box, complete with growing instructions.

Price, each collection, 42c

"EXHIBITION COLLECTION"

Six of the world's finest varieties packaged in a similar manner to the above with the contents printed plainly on the wrapper and complete growing instructions included—and every root individually labeled.

Each package contains one each of the following:

MONMOUTH CHAMPION. Large red.	YORK & LANCASTER. Red with white tips.
ELKRIDGE. Beautiful white.	SAGAMORE GOLD. Large golden yellow.
MARSHALL'S PINK. Best of this color.	ELEANOR VANDERVEER. Lilac.

Price, each Collection, 85c

You can retail this collection for \$2.00 and still be one-third cheaper than most catalog houses ask for these same kinds.

"POMPON COLLECTION"

Six choice pompon varieties, one each of six different colors. Same attractive package with group illustration of Pompon Dahlias in actual color.

A good demand exists for these beautiful miniature Dahlias and this collection will sell itself when displayed.

Price, each Collection, 42c

61 From

WALTER J. GUILLE, Inc.
Flower Bulb Specialists
HICKSVILLE, L. I., N. Y.

To



U. S. DEPARTMENT OF AGRICULTURE,

WASHINGTON, D. C.

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Fruit and Vegetable Crops and Diseases
U. S. D. A.
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